

Action Marketing: Customer Experience Dashboards



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Customer Experience Dashboards

Overview

Traditional customer satisfaction surveys fall short of providing actionable information. As organizations wait for data collection and analysis, valuable time is wasted and “at-risk” customer relationships remain unchecked. Gelb’s Customer Experience Dashboard provides a cost-effective solution to this dilemma. This customer listening post is active at all times, and inquiries are made to elicit feedback at times most relevant to the customer experience, not an arbitrary date. Most importantly, results are provided in real-time and escalated for action.

What Happened to Customer Satisfaction Measurement?

Traditional customer satisfaction surveys have become highly standardized to produce benchmarks. In this mutation, key factors have been muted and become, in many cases, generic. In addition, little analysis is done with those surveys to ascertain what matters most to customers and their willingness to use your services in the future.

Consequently, customer satisfaction measurement tools are now used to highlight how much “better” an organization is than another on a similar set of measures. While this might provide short-term benefit in advertising (e.g., most preferred as rated by Company X), it does not address the fundamental issue of keeping more customers and making advocates out of them.

In addition, those responsible for delivering the customer experience often question the validity of such surveys. The sample composition is most often to blame. In many industries, it is very difficult to build a pool of respondents. The net result is a report that is scrutinized and sits on a shelf.

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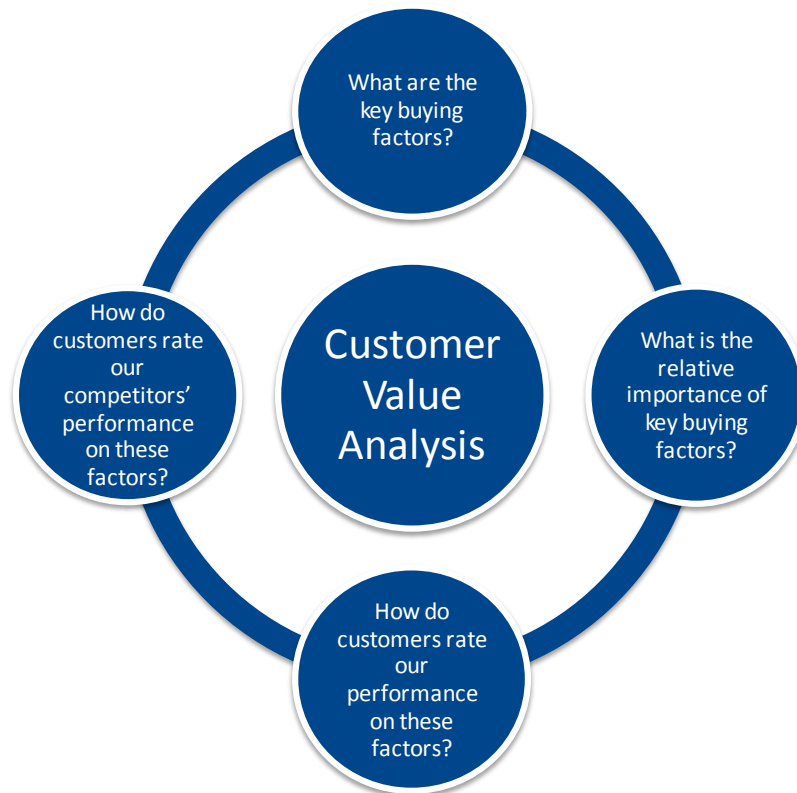
Customer Experience Dashboard

Improving the Current Tools

There is a way to improve the traditional customer satisfaction surveys. By using Customer Value Analysis, an analytical tool intended to draw relationships between factors and outcomes, data can be made more meaningful.

Customer Value Analysis measures performance on key factors much like current tools. Its departure from the traditional method is to statistically derive the relative importance of those measurements. This enables marketers to focus on what matters most – emphasizing the good, but overcoming challenges in delivering on low performance areas.

More importantly, CVA provides an efficient means to benchmark – by examining competitors’ performance on those same attributes. In doing so, marketers are able to understand their performance position in the market. Without a doubt, this is much better than determining that you’re the “best” in a particular category – it also provides real insights into how much better your competitors may be and why they are stealing market share.



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The experience dashboard is developed to your custom specifications. Often organizations that have developed an ideal experience map measure these outcomes to address functional and emotional outcomes of customers.

Taking Action

Armed with the insights for your specific brand, you can better organize your brand strategy to improve customer loyalty. Customer Experience Dashboards translate into strategic guidance for brand promise development. The ability to elicit feedback when it matters to customers allows you to take decisive action to keep them coming back.

As an on-line system, it provides a continuous, cost-effective stream of information that is easily distributed to experience stewards throughout your enterprise. Gelb offers this service as a fixed fee per year, making budgeting and commitment within the organization much easier.

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About Endeavor

Endeavor Management, is an international management consulting firm that collaboratively works with their clients to achieve greater value from their transformational business initiatives. Endeavor serves as a catalyst by providing pragmatic methodologies and industry expertise in Transformational Strategies, Operational Excellence, Organizational Effectiveness, and Transformational Leadership.

Our clients include those responsible for:

- Business Strategy
- Marketing and Brand Strategy
- Operations
- Technology Deployment
- Strategic Human Capital
- Corporate Finance

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, deep operational insight and broad industry experience. This experience enables our team to quickly understand the dynamics of client companies and markets. Endeavor's clients span the globe and are typically leaders in their industry.

Gelb Consulting Group, a wholly owned subsidiary, monitors organizational performance and designs winning marketing strategies. Gelb helps organizations focus their marketing initiatives by fully understanding customer needs through proven strategic frameworks to guide marketing strategies, build trusted brands, deliver exceptional experiences and launch new products.

Our websites:

www.endeavormgmt.com

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